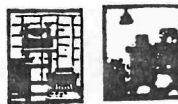


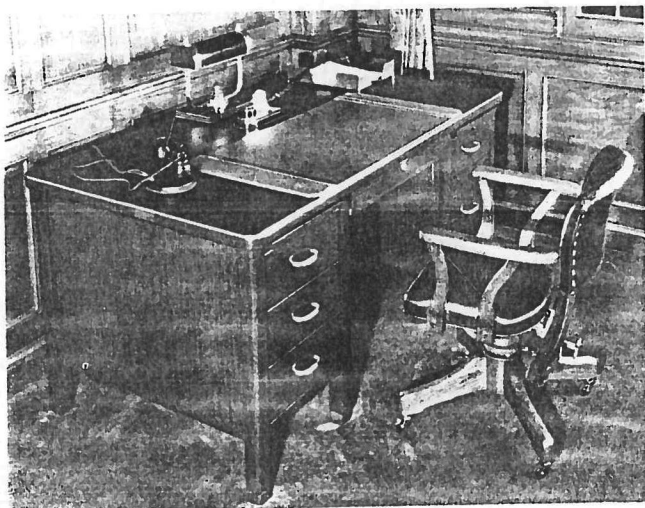
# NEW MACHINES AND DEVICES

Office Appliances  
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## NEW LINE OF "Y AND E" DESKS

Newly created in a design that coordinates attractive appearance and practical utility are the "Y and E" Steel Efficiency desks which have just been introduced



"Y and E" Steel Efficiency Desk

to the market by the Yawman and Erbe Manufacturing Company, 1099 Jay street, Rochester, N. Y.

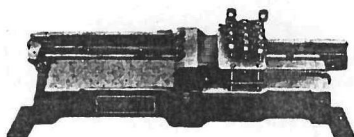
The desk tops have rounded edges and corners, and the corners of the legs are rounded also, giving the new desks the look of comfort, which is borne out by physical contact. The handles on the drawers are appropriate in treatment to the design of the desk as a whole; they are simple, graceful, and suited to their purpose: to open and close drawers easily. Telephones, electric fans, clocks, and lamps may be installed readily without an unsightly embarrassment of straggling cords, for the desks are built with facilities for electric wiring.

Executive, secretarial, and typewriter models, and also good-looking, well-built tables are offered in the new design. They may be ordered in olive green, walnut, mahogany, or oak finishes. Structurally the new desks and tables incorporate the same features that were standard in the old "Y and E" steel desk.

The manufacturer will be glad to supply further information on request.

## NEW I. B. M. EQUIPMENT

The accompanying illustrations are of the new low-priced punch card "Electric bookkeeping and account-

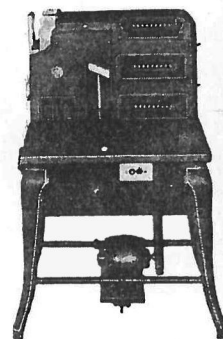


I. B. M. Key-Punching Machine

ing" machines based on the use of eighty-column cards which the International Business Machines Corpora-

tion, 270 Broadway, New York, have especially designed to bring the punched card system within reach of any business.

The new equipment is under the trade name of the "International Fifty." It consists of a key-punching machine, by which information may be registered in the eighty columns of the tabulating cards, an electric sorter which classifies the cards at the rate of 9,000



Left to Right: I. B. M. Electric Sorter and Electric Tabulator

per hour, and an electric tabulator which adds and totals the amounts at a speed of ninety cards or 270 additions per minute.

The new equipment is said to have more than 150 applications in accounting and statistical work, including those to be made in dealing with such subjects as direct and indirect labor costs, sales analyses, wage payrolls, direct and indirect material distribution, order analyses, customer analyses, production records, life, fire, and casualty statistics.

## NEW G-W WASTE BASKET

In merchandising the new steel waste basket in the Duro-Velv finish, The Globe-Wernicke Company, Cincinnati, O., is making use of the slogan: "You Don't



Globe-Wernicke Waste-Basket in Duro-Velv

Have to Hide This Waste Basket." Presented here is a close-up of the basket that occupied space in the picture of new furniture printed on page 159 of the

## A. W. Faber, Inc., Elects Officers

At a recent meeting of the board of directors of A. W. Faber, Inc., the following were elected officers:

President, Frank C. Mindnich. Mr. Mindnich succeeds the late Robert J. Metzler, who passed away at Saranac Lake in April.

Vice-president, Nathan Bilder. Mr. Bilder is a prominent attorney and the head of Bilder, Bilder & Kaufman of Newark, N. J.

Secretary-treasurer, Robert Sauter. Mr. Sauter also retains the office of general manager and has been associated with the firm of A. W. Faber for many years.

H. U. Bittman continues in the capacity of sales and advertising manager.



ROBERT SAUTER



H. U. BITTMAN

Mr. Mindnich is president of the Federal Trust Company of Newark, and a trustee for the estate which has the controlling interest in A. W. Faber, Inc. He brings to the leadership of A. W. Faber, Inc., many years of broad experience in dealing with finance and manufacture.

The other officers have long been associated with the company during the time Mr. Metzler was president and treasurer.

It was announced that there will be no marked change in policy in view of the outstanding success of the company during its long business life, particularly during the four trying years of depression.

## Modern Packaging Welds Family of Sheaffer Products

A broad line of manufactures, developed over a term of years, has been given family characteristics by the W. A. Sheaffer Pen Company, Fort Madison, Iowa. Its line of fine fountain pens, mechanical pencils and desk sets has been expanded to include counter merchandise of allied use, employing a distinctive color scheme and artistic modern packages.

"Pen-Skrip, successor to ink," and "Pencil Skrip, successor to leads," followed the initial items of the Sheaffer company's line. More recently adhesives were added. To give "family" identity to the individual packages and make them particularly uniform in design and color engaged the merchandising staff almost a year, designing containers which would carry a fixed identity, possess display effectiveness and be expressive of the high quality and modernity of the individual products. A color scheme of brown, buff and white was selected from many combinations considered.

As worked out in the carton design for "Pen-Skrip," the color combination produces a beautiful and effective display. The four sides of the package present an impressive poster effect with the word "Skrip" when the packages are set up in display on shelf and counter. The name, "Skrip," appears diagonally in bold white reverse color

against the side of the package. When packages are massed in a display the poster effect dominates, with the name, "Skrip," repeated on every package. The "Pen-Skrip" containers were also re-designed, the bottle following the modern simplicity of line, producing an attractive and practical container.

No time was lost in making a spectacular demonstration of the selling effectiveness of modern packaging in the adhesive field. Adhesives are a recent venture of the company, representing four years of development and testing. No expense was spared in the design of the packages.

Glass jars for "Skrip-Grip" are a beautiful emerald green. Tube packages are also used for "Skrip-Grip," as well as the gum adhesive, "Para-Lastik." The brown-buff-white color scheme prevails in this line.

"Skrip-Grip" mucilage is packed in an emerald glass jar with a rubber applicator, which feeds the adhesive and spreads it as required. The new packaging has given impetus to the new Sheaffer adhesives, both from identity with the family package styles, and the effectiveness in displays.

## International Business Machines Buys Electromatic

International Business Machines Corporation has purchased Electromatic Typewriters, Inc., including its Rochester, N. Y., plant, all machines, tools and patents. Among the machines in the acquired line are an all electric typewriter, an automatic letter writer, and a master perforator.

The company was purchased principally because many of the features covered by its patents can be used to extend the use of electric accounting and tabulating machines produced by International Business Machines Corporation. The Rochester plant will be kept in operation for the time being, and the new line of machines will be distributed by I. B. M.

The Electromatic typewriter has been on the market for a number of years, and is the first commercial typewriter in which the entire mechanism is designed primarily for power operation. Every movement of the machine is actuated by an electric motor, a pressure of only two ounces on the keys being necessary to make the electrical contact which results in the operation of the machine. Tests have shown the features of the all-electric typewriter to be evenness of impression, greater speed, less fatigue on the part of the typist, and the ability to produce as many as 15 to 20 carbon copies at one typing.

The automatic letter writer types any desired number of form letters automatically from a perforated paper master sheet. The master perforator punches the master sheet for the automatic letter writer.

## Reliable Recovers Stolen Typewriter

On January 1, an Underwood Noiseless No. 7 was offered to the Reliable Typewriter and Adding Machine Corporation, who purchased it. Suspecting anyone who wanted to sell so recent a used Noiseless, the company made inquiries, when it developed that more than forty machines had been stolen from several high schools near Logansport, Ind., and the theft had not been discovered until the purchasers had been asked for advice as to whether the machines were sold legitimately or not. The machines were traced down through six different channels and it was finally possible to arrest the original culprits. This is regarded as good police work and should receive commendation.

## Brueco Sales Company Merges with Brueco Duplicator Company, Inc.

The Brueco Duplicator Company, Inc., 373 Fourth avenue, New York City, announces that they have purchased the Brueco Sales Company, taking over the liabilities of the latter concern as well as its assets.

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